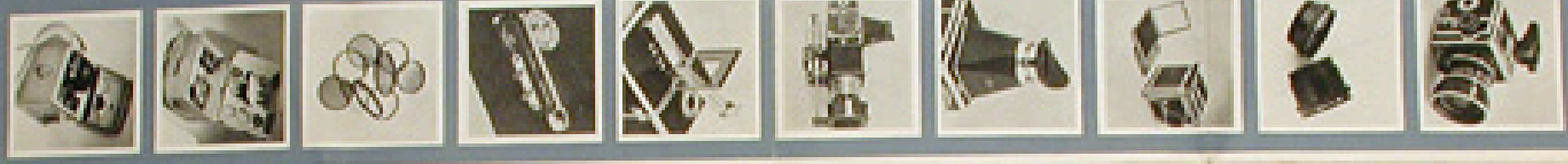
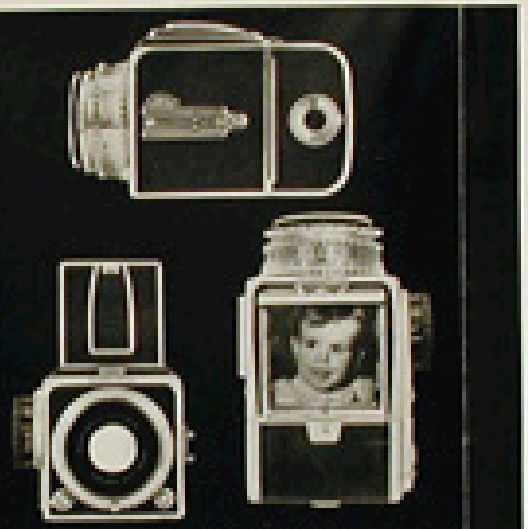


A MASTERPIECE
OF VERSATILITY

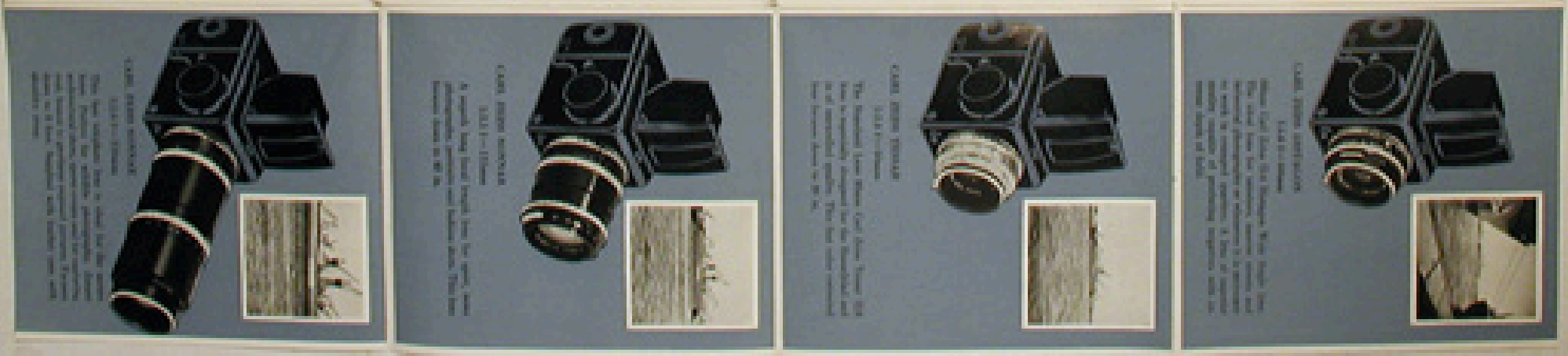


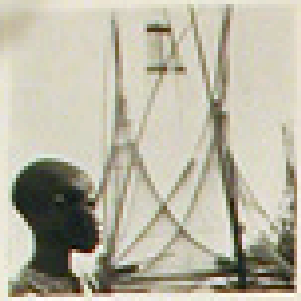
HASSELBLAD 1000F

The 2¼×2". Hasselblad Camera is the Camera of the present as well as the future. It is an extremely versatile camera, combining rapid operation with matchless precision workmanship. No photographic task is too great, none too small for this unusual camera. The toughest assignment is hardly a challenge to the owner of the Hasselblad.

Basically the Hasselblad is as easy to handle as the simplest camera, yet it can be the complete master of any photographic situation, no matter how difficult.

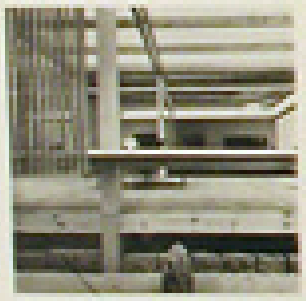
Attractively composed pictures become child's play when you gaze down at the brilliant ground glass image surrounded by the deep focusing hood. You actually see the picture full size, exactly the way it will appear in the finished print. Because of the single lens principle, the vexing problem of parallax compensation is entirely eliminated. The Hasselblad uses the popular No. 120 film readily obtainable all over the world. 12 exposures per roll makes it very economical indeed.



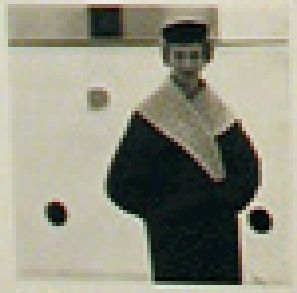


PICTURE JOURNALISM

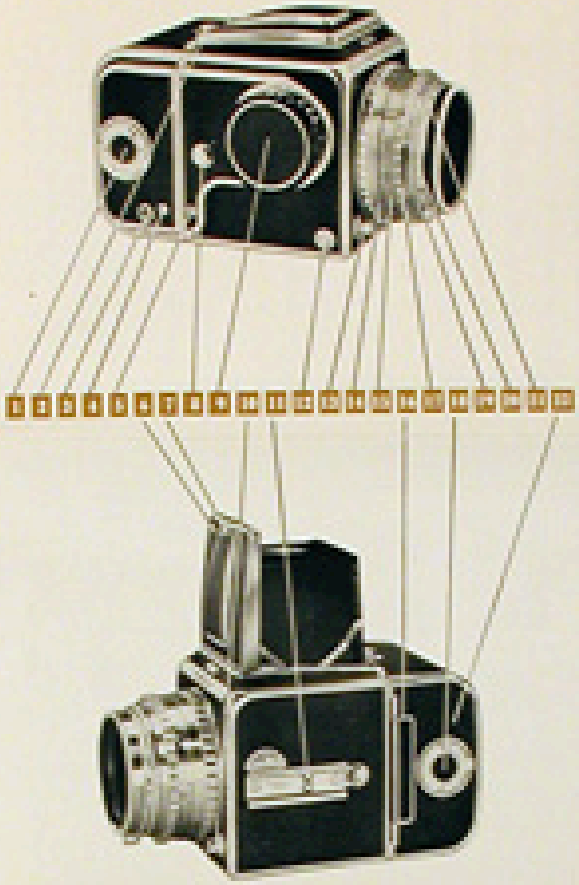
CLOSE-UPS



ARCHITECTURE



FASHION



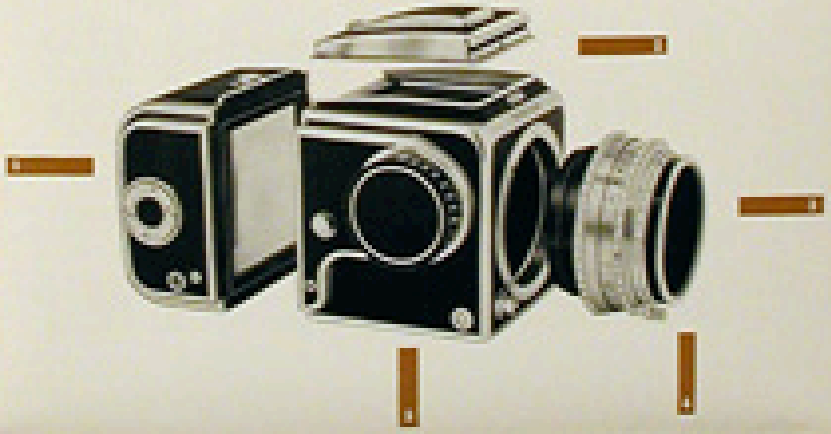
PORTRAITS

BEAUTIES

WILD LIFE

TRAVELLING

HASSELBLAD



1 INTERCHANGEABLE ROLL FILM MAGAZINE

This is one of the outstanding features of the Hasselblad. Allows the use of color or black and white films at various emulsions in the same camera. Each magazine has its own film counter and transport mechanism. Has automatic protection against accidental film burning or double exposing. Automatic stop after exposing the 12th frame.

2 REMOVABLE FOCUSING HOOD

Removable Focusing Hood allows easy cleaning of the ground glass.

SUPER DETAILED FIELD LENS

The Distalux lens increases the brilliancy of the ground-glass image. Critical focusing is done at full operating. The Distalux lens increases the range of the Hasselblad Camera indoors or under adverse light conditions — conditions that were previously beyond the capabilities of a micro-reflex type of camera.

3 INTERCHANGEABLE LENSES

Important complement to the fifteen Carl Zeiss Tessar f3.5 lens of the finest optical quality. Additional lenses are fifteen Carl Zeiss Distagon f4.5 Wide Angle lens, fifteen Carl Zeiss Sonnar f4.5 lens, and 250 mm Carl Zeiss Sonnar f4.5 lens. These lenses are designed and manufactured especially for the Hasselblad. The fifteen f4 the standard fifteen Tessar f3.5 lens as well as the 60 mm Wide Angle lens, the 135mm Sonnar and the 250mm Zeiss Sonnar f4.5. Speedy interchangeability of lenses is accomplished by a novel arrangement of thread and bayonet mount which insures positive locking.

4 PATENT FRONT SHUTTER CONTROL

The fifteen Carl Zeiss Tessar f3.5, fifteen Carl Zeiss Distagon f4.5 Wide Angle and 135 mm Carl Zeiss Sonnar f3.5 lenses are made with patent Shutterspan construction. A slight pressure on the shutterspan lever instantly before making the exposure, closes the aperture down to the predetermined f-stop.

5 FOOLPROOF SHUTTER OPERATION

A single lever controls film winding, exposure counter and the ten shutter speeds, ranging from one second to 1/1000, plus bulb. The Hasselblad is fully synchronized for "strobe" and flash.